

# TOURISM DEVELOPMENT COMMISSION

2021/2022 QUARTER 1 REPORT



## EXECUTIVE SUMMARY

The start of our fiscal year was marked by the rise of the delta variant, a new phase of the pandemic for the tourism industry. The variant delayed the return of larger meetings, but leisure travel continued to drive the U.S. tourism industry's rebound throughout the summer and into the fall.

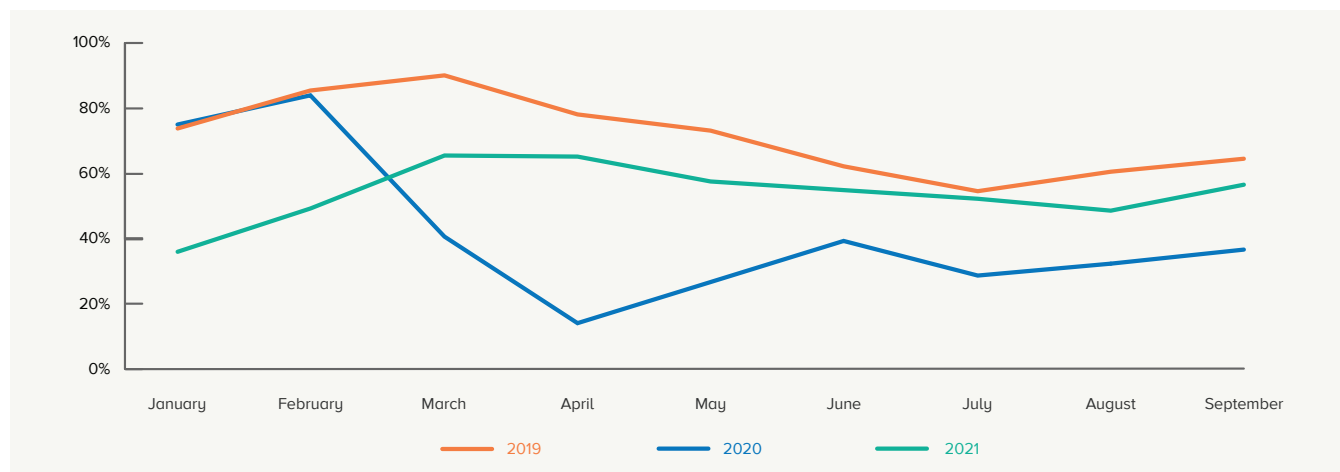
Though the meetings sector will take longer to recover, Experience Scottsdale's leads for future group business have surpassed pre-pandemic levels. It's important that our team maintain productive, positive relationships with meeting planners to land these meetings in our community. Our Customer Advisory Board is one of our best tools to keep apprised of trends in the meetings sector, and during the quarter, we held a virtual strategy session for this group of 15 high-caliber U.S. planners to discuss the future of meetings and to help shape the team's efforts for the fiscal year.

In the next quarter, we are thrilled to debut the Exceptionally Scottsdale Collection, a partnership between the city of Scottsdale and Experience Scottsdale. Eleven Scottsdale businesses and attractions spent months working with Experience Scottsdale, the city and our consultant to develop, create and market new experiences for visitors. According to the DestinationNext study, meaningful, authentic experiences are among the top trends for travel, and Experience Scottsdale looks forward to building on the Exceptionally Scottsdale Collection with the city.

Kind regards,

**RACHEL SACCO** *President & CEO*

## YEAR-TO-DATE RESORT OCCUPANCY JANUARY – SEPTEMBER 2021



The above data is specific to bed tax-paying properties within the city of Scottsdale from hotel research company STR. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

## YEAR-TO-DATE PERFORMANCE MEASURES JULY – SEPTEMBER 2021

### COMMUNICATIONS

**292** media hits about the Scottsdale market area

**34%** of annual goal

### MARKETING

**532,956** visitor sessions to ExperienceScottsdale.com and all affiliate sites

**30%** of annual goal

### TOURISM

**252** tour program leads and services for Scottsdale market area properties/businesses

**18%** of annual goal

### CONVENTION SALES

**540** convention sales leads for Scottsdale market area properties | **50%** of annual goal

**101** convention bookings into Scottsdale market area properties | **31%** of annual goal

## QUARTER HIGHLIGHTS JULY – SEPTEMBER 2021

Our *It's That Hot* summer campaign garnered more than **93,000** page views for our campaign microsite. Complementary public relations efforts generated **159** earned media hits about Scottsdale's summer appeal.

With our *Extraordinary Moments, Lifelong Memories\** fall campaign, we're raising brand awareness and inspiring fall travel by targeting both new and tried-and-true markets in California, Colorado, Florida, Illinois, Michigan, Minnesota, Nevada, New York, Texas and Washington state.

Experience Scottsdale's tourism and communications teams attended IPW, the largest and most important international tourism trade show, educating **28** journalists and **83** travel professionals on Scottsdale's offerings.

Experience Scottsdale hosted **12** journalists for press trips to Scottsdale, including journalists with *Rolling Stone* and *Passport*, a magazine geared toward LGBTQ+ travelers. Such trips allow journalists to write more authentic and frequent coverage.

We attended the Professional Convention Management Association Educational Conference in Phoenix to network with its **450** attendees. Following the conference, our familiarization tour for **5** planners included tours of Old Town Scottsdale.

Experience Scottsdale hosted a stakeholder meeting with the city's venues to discuss events, schedules, funding, and Experience Scottsdale's upcoming participation in sports travel conferences.

## QUARTER SAMPLES JULY – SEPTEMBER 2021



↑ As we continue to diversify our image library to showcase a wider range of visitors on our website and social media channels, our marketing team coordinated and photographed an LGBTQ+-focused photoshoot in Old Town. We're planning additional photoshoots with LGBTQ+ women and families in the coming months.

← Experience Scottsdale hosted the *COOL HUNTING* editor-in-chief for a design-focused press trip. *COOL HUNTING* is an online publication that covers design, travel and art with 99,000 unique visitors monthly. The article, "Word of Mouth: Scottsdale," notes that Scottsdale is a worthy destination "for travelers seeking outdoor adventures and activities, culinary escapades or explorations of significant art and architecture."



"Thank you so much for everything! We had a great time at the hotel and the accommodations were so, so great! Dinner at ZuZu was so great that we went back for brunch the next day!"

– Visiting journalist with *Rolling Stone*